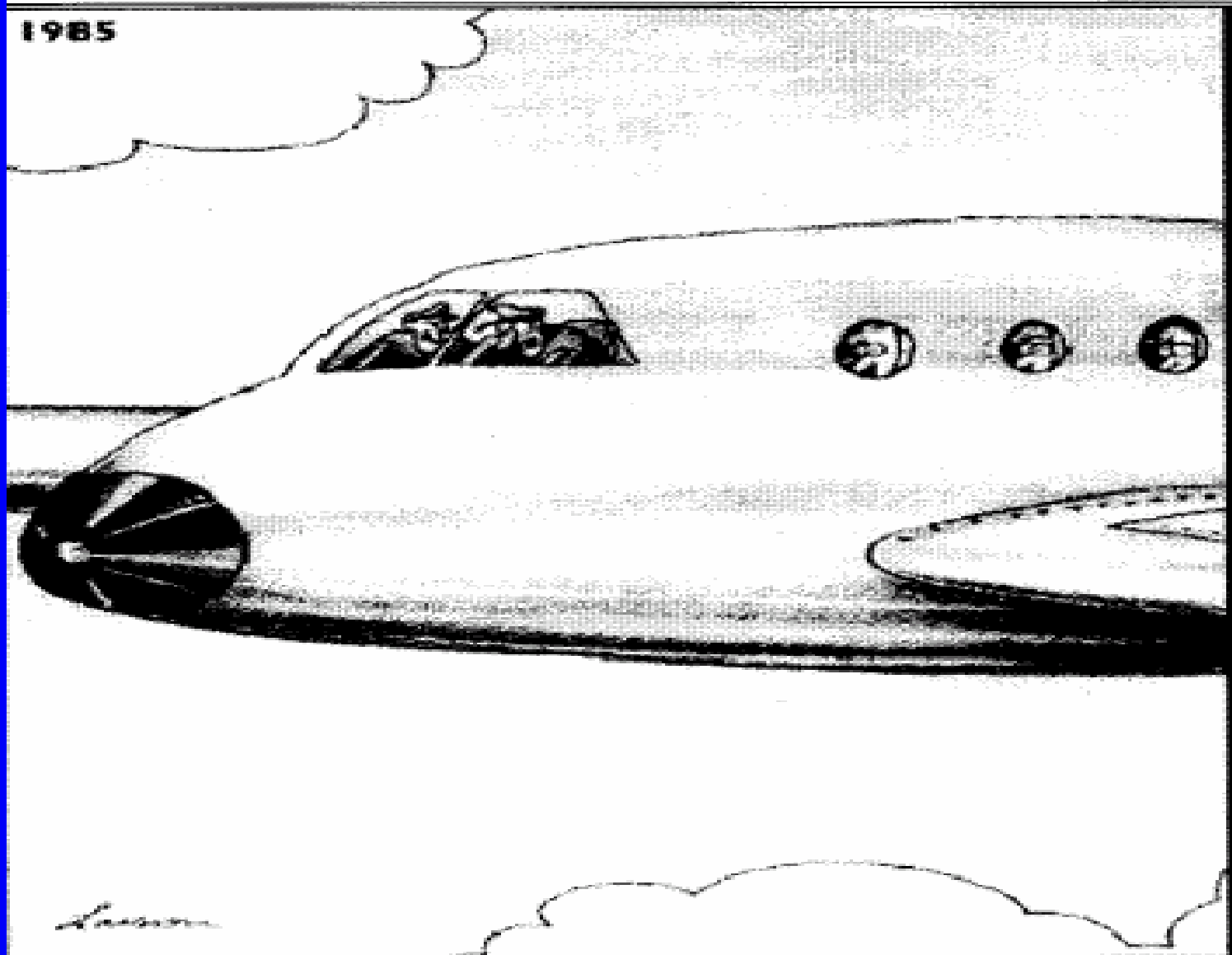"The fuel light's on, Frank! We're all going to die! ... We're all going to die! ... Wait, wait. ... Oh, my mistake—that's the intercom light."

What is a Sustainability Plan?

- Not just a Fundraising plan.
  - Role of the website in the statewide justice community
  - Staff and volunteer plan
  - Budget
  - Fundraising

Underlying Vision

- Integrate the website into the strategic plan or statewide plan of your organization/state.

- Re-visit the website goals and accomplishments with the stakeholder group at least once year – feel free to change the site over time

Need a plan

Initial Questions:

- What should a plan include?

- Who is involved in drafting the plan?

- How are the stakeholders involved?

Goals

- What is your vision for the project?
- How does the project relate (and fulfill the vision of the organization/justice community?

How does the Website Meet the Goals?

- Answering the "Value" question
  - Using project evaluation and data to show value of the project
    - To Executive Directors
    - Staff
    - Other Funders

(More on this in the Bristow's session)

Communicating the Value/Benefits

- Increase Access for clients
  - Number served
  - Barriers removed to access
- Improve Advocate efficiency
  - Example: Information on the web shortened my initial client interview and made it more efficient.
- State Justice Partners
  - Courts
  - Private Bar
  - Community Groups

Staffing

- How will you staff the project?
- Dedicated Coordinator?
  - Full time?
- Role of Partner Organizations
  - Responsible for different topic areas.
  - Responsible for outreach to certain areas
  - Other roles?

Supplemental Staffing Ideas

– Paralegals (and volunteer paralegals)–

– Pro Bono attorneys – For the "I want to volunteer but I'm always out of town attorneys"

– Law students – Create an on-going work-study position that is focused on the website

– Non-legal volunteers – updating non-legal content such as organization listings

– Techie Volunteers – Law firms have entire departments of tech support- recruit them as volunteers as well.

Budget

- Create a project budget

- What do you need?

- Begin to look at sources for the funding…

A few Fundraising Ideas:

- Does your website open your organization up to other funding categories?

  - Digital Divide
  - Consumer Education
  - Multi-lingual Outreach or access
  - Literacy
  - Health

Fundraising Ideas

- Reach out to corporate counsel for pro bono work.
  - Many corporations provide donations to organizations where employee volunteer.
  - Often "company giving is informal" volunteers nominate your organization to receive funds- less time consuming than grant writing.